

Could a plastic crab make you turn off your light?

The answer might surprise you!



“Crab, You’re It!” is a game designed to help remind people to turn off their workspace lights. Fiddler crabs are attracted to light making it the perfect mascot for this energy efficiency game! Buckets of crabs are strategically placed around the workspace. If employees leave their offices for more than 15 minutes and forget to turn off their light, a coworker could remind them to turn off their light with a friendly fiddler crab! If employees return to find a crab on their desk, they are “it.” The goal is to get rid of the crab by finding another coworker who needs a reminder to turn off the lights.

Crab, You’re It! presents a managerial expectation about lighting behavior. It also makes coworkers accountable to each other, in a light hearted way, and effectively reshapes the social norm in terms of turning off unnecessary workspace lights.

-Megan E. Green
Mecklenburg County Air Quality

COST EFFECTIVE!

\$120 to replace a single light fixture to a more energy efficient model.

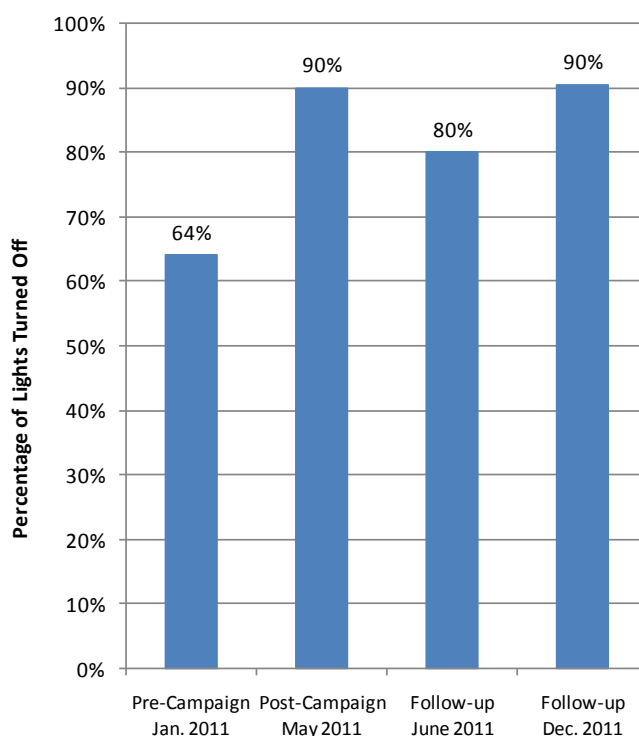
\$80 to replace a single light fixture with an occupancy sensor.

FREE! to turn off a light!

Even when budgets are tight, you can still conserve energy by turning off the lights!



Campaign Results, Pilot Phase



Achieve long-term results. This campaign has resulted in a long-term behavior change as Mecklenburg County employees have continued to turn off lights well after the conclusion of active promotion of the campaign.

This campaign works.

- Developed using Community-based Social Marketing (CBSM) to address specific benefits and barriers of turning off lights in the workplace.
- Establishes social norm.
- Personal communication from respected peers.
- Prompts desired behavior.
- Memorable and fun campaign.

For more information, please contact:

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